

PacifiCare Taps Inner-City Youth to Sing in Television Commercial

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*** Urban Entertainment Institute Awarded \$105,000 Corporate Grant by the PacifiCare Foundation**

*** The Levite Camp to Perform at the 'I Have a Dream' Foundation's Sixth Annual Gospel Brunch Honoring PacifiCare CEO Howard Phanstiel**

LOS ANGELES, Jan. 12 /PRNewswire-FirstCall/ -- Several Los Angeles Unified School District students participating in the Urban Entertainment Institute's (UEI) after-school program were chosen to sing in a national television commercial for PacifiCare Health Systems, Inc. (NYSE: [PHS](#) - [News](#)).

The commercial, which has aired over the last few months in a variety of markets, features the UEI's gospel choir, The Levite Camp, singing PacifiCare's theme song, "From Now On."

According to Fred Martin, musical executive director, youth advocate and UEI founder, the students have adopted "From Now On" as their own theme song. "These students are not only singers, but also fighters," he said. "They come from broken and abusive homes. The song's lyrics inspire them to continue moving forward in life and overcoming obstacles to earn 'a better day' for themselves."

Residuals from the commercials, which amounted to more than \$50,000 earned on behalf of The Levite Camp in the fourth quarter of 2003, will be distributed among the students to help them further their education and pursue careers in entertainment. PacifiCare expects to continue to air these commercials in 2004 and beyond.

"The idea for our unique relationship with the Urban Entertainment Institute sprung up spontaneously as a result of the group's inspiring rendition of PacifiCare's brand theme song at our 25th birthday celebration," said Howard Phanstiel, president and chief executive officer of PacifiCare Health Systems. "Our support for the Urban Entertainment Institute flowed from PacifiCare's commitment to deliver on its brand promise that 'Caring is Good. Doing Something is Better.'"

In addition, the PacifiCare Foundation, the nonprofit, philanthropic arm of PacifiCare Health Systems, awarded the UEI its first corporate grant totaling \$105,000 over a three-year period. The grant will help the UEI underwrite its operating costs.

"PacifiCare's generous support will enable the Urban Entertainment Institute to open its doors to more than 600 students, and 1,300 more students will be able to attend in-school programs at eight middle schools in South Los Angeles and the San Fernando Valley," said Martin. "By allowing these talented but disadvantaged students to earn residuals each time the commercial airs, PacifiCare is taking a unique approach to providing opportunities for these children that will last them a lifetime."

The UEI is a nonprofit organization located in South Los Angeles that provides teens and young adults with practical, working knowledge and training in all areas of the entertainment industry, from the arts to business management.

The UEI's after-school curriculum offers inner-city youth a creative outlet and an alternative to drugs and gang violence. Classes are taught by Martin and leading members of the entertainment and arts industry who volunteer their time to train and mentor students in the fields of voice, music, dance performance, public speaking, business management, production management and marketing. PacifiCare Foundation President Bill Wood was named to serve on the UEI's advisory committee, and Foundation Director Riva Gebel was named to serve on both the advisory committee and the board of directors.

"The PacifiCare Foundation is proud to help organizations like the Urban Entertainment Institute touch the lives of those who may not have the same opportunities as others," said Gebel. "For more than 10 years, Fred Martin has been a role model to these students, using his own money to help contribute to their overall well-being. We at PacifiCare are encouraged by his tremendous achievements in shaping good citizens and inspiring a new generation of artists and entertainment executives."

In addition, The Levite Camp will be performing at the "I Have a Dream" Foundation's Sixth Annual Gospel Brunch at the House of Blues in West Hollywood Jan. 18. PacifiCare President and CEO Howard Phanstiel, a member of the foundation's advisory board, will be honored at the event. The "I Have a Dream" Foundation helps underprivileged children become productive citizens by providing a long-term program of academic enhancement, mentoring, tutoring and cultural enrichment with an assured opportunity for higher education.

PacifiCare Health Systems is one of the nation's largest consumer health organizations with more than 3 million health plan members and approximately 9 million specialty plan members nationwide. PacifiCare offers individuals, employers and Medicare beneficiaries a variety of consumer-driven health care and life insurance products. Currently, more than 99 percent of PacifiCare's commercial health plan members are enrolled in plans that have received Excellent Accreditation by the National Committee for Quality Assurance (NCQA). PacifiCare's specialty operations include behavioral health, dental and vision, and complete pharmacy and medical management through its wholly owned subsidiary, Prescription Solutions. More information on PacifiCare Health Systems is available at www.pacificare.com.

Source: PacifiCare Health Systems, Inc.